



Small Business Development Center Clarion University

Helping businesses start, grow, and prosper.





Small Business Development Center
Clarion University

Consulting

The Clarion University SBDC is an entrepreneurial training program that services pre-venture and existing small businesses by helping them compete and grow in today's highly competitive global economy. Our center helps aspiring entrepreneurs turn ideas into businesses, helps small firms expand, and provides information every business needs to make critical decisions.

The SBDC provides comprehensive management and technical assistance directly to small businesses in the following areas:

- pre-venture
- business planning
- marketing
- long-term growth strategies
- loan packaging
- exporting and importing
- management assistance

One-on-one consulting is provided at no charge. Funding is provided by Clarion University, the Small Business Administration, and the Commonwealth of Pennsylvania.



Information

The Clarion University SBDC utilizes a variety of resources to help entrepreneurs obtain timely, relevant, and detailed information required to make sound business decisions. Along with the Internet, our center can provide subsidized access to other valuable resources including commercial online and CD-ROM databases. We maintain a number of current print directories, periodicals, and government publications. Our center provides valuable business resource information located on the SBDC Knowledgebase. The knowledgebase is a blog pertaining to starting, managing, and expanding a small business.

Who benefits from our services?

The Clarion University SBDC reaches 10 counties: Armstrong, Cameron, Clarion, Clearfield, Elk, Forest, Jefferson, McKean, Potter, and Venango.

Our services are provided through outreach centers in:

- Bradford
- Brookville
- Clarion
- Clearfield
- Coudersport
- DuBois
- Emporium
- Franklin
- Kittanning
- Oil City
- Punxsutawney
- Ridgway
- St. Marys
- Tionesta

We're happy to arrange a meeting at any of these locations with our outreach consultants.

Education

Seminars and workshops are offered by the Clarion University SBDC to educate entrepreneurs on new and innovative management procedures. The low-cost programs provide current, and practical information on business topics ranging from basic business skills to advanced management techniques. Topics may include accounting and bookkeeping issues, human resources, marketing tips, managing your business, and small business tax issues.

First Step Workshop provides the aspiring entrepreneur guidelines and resources to starting a successful new venture. The workshop is offered once a month in many locations throughout our 10-county region. For information, check out our Website at www.clarion.edu/sbdc

Special Programs

- **Environmental Management**
Offers confidential compliance assistance with environmental and health and safety regulations, on-site assessments to look for opportunities to cut costs through pollution prevention and energy efficiency, and assistance developing and marketing environmental technology.
- **Technology Commercialization**
Assists high growth and technology firms with alternative financing, human resources, patents and trade marking, intellectual property, and product commercialization.
- **Government Marketing**
Helps companies sell to federal, state, local, and quasi-government agencies. Provides a computerized bid lead program, and assistance in marketing products and services to government, proposal preparation, and contract compliance.
- **International Business**
Helps companies assess their international trade readiness, products or services for export potential, strategic and marketing plans, and market entry strategies. Helps identify foreign sales agents and distributors. Provides information on trade mission and trade show opportunities, international trade procedures and regulations, technical standards, sources of trade financing, risk management, import restrictions, duties, and tariffs.
- **Engineering Development**
Helps investors bring products to market by offering engineering services early in the development cycle. Performs patent searches, assists with technical appraisals, conducts brainstorming sessions, evaluates and reviews design options, sources component suppliers, and provides computer aided design (CAD) drawings.





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330 North Point Drive
Clarion, PA 16214
814-393-2060 or
Toll-free 877-292-1843
Fax 814-393-2636



www.clarion.edu/sbdc
www.clarionsbdckb.blogspot.com

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